What is claimed is:

1. A method of performing a transaction using a video device, the method comprising the steps of:

acquiring a video signal containing a video program;

extracting from said video signal video enhanced content information representative of at least one product presented on the video program;

presenting to the user the video enhanced content information;

receiving a selection of a product of interest;

performing a search to identify data related to the selected product; and

providing the identified data to a user of the video device.

2. The method of claim 1, wherein said video signal includes metadata.

3. The method of claim 1, further comprising the step of purchasing the selected product.

4. The method of claim 1, further comprising the step of filtering the video enhanced content information based on preferences customized by at least one user.

5. The method of claim 4, wherein said user's preferences include values and life style of the user.

6. The method of claim 1, wherein the identified data includes a source of the product of interest, the method further comprising the step of negotiating with the product source and outputting results of the negotiation.

7.   The method of claim 1, further comprising the step of prioritizing results of the search performed by the performing step based on predetermined factors.

8.   The method of claim 7, wherein the predetermined factors is at least one of user preferences, availability, or price

9.   The method of claim 1, wherein the performing step is performed by searching sources from at least one predetermined list for a particular category.

10.   The method of claim 1, wherein the video signal is acquired from at least one video signal source selected from a group consisting of a broadcasting system, a content creator, a service provider, and a set-top box.

11.   The method of claim 1, wherein the video signal is separated into a plurality of frames, each frame from at least a portion of the plurality of frames being subdivided into selectable regions capable of being selected during the selecting step.

12.   The method of claim 1, further comprising the step of receiving and analyzing transaction related information from the user.

13.   The method of claim 1, further comprising the step of periodically monitoring said content information and triggering an action based on user's requests or preferences.

14.   The method of claim 1, further comprising the step of making a personalized catalog for the user.

15.   A system for performing a transaction using a video device, said system comprising:

a set-top box for acquiring a video signal containing a video program, said set-top box including a memory, a processor and input/output means associated therewith for transferring the signal, the processor being capable of:

5   extracting from said video signal video enhanced content information representative of at least one product presented on the video program;

presenting to the user the video enhanced content information;

receiving a selection of a product of interest;

10   performing a search to identify data related to the selected product; and

providing the identified data to the user;

a video device operatively coupled with the set-top box for displaying the video program, video enhanced content information, and identified data

15 to the user; and

an input device operatively associated with said set-top box for controlling said set-top box.

16.   The system of claim 15, wherein said video signal includes metadata.

17.   The system of claim 15, wherein the processor is further capable of purchasing the selected product.

18.   The system of claim 15, wherein the processor is further capable of filtering the video enhanced content information based on stored preferences customized by at least one user.

19.   The system of claim 18, wherein said user's preferences include values and life style of the user.

20.   The system of claim 15, wherein the identified data includes a source of the product of interest, the processor further capable of negotiating with the product source and outputting results of the negotiation.

21.   The system of claim 15, wherein the processor is further capable of prioritizing results of the search performed by the performing step based on predetermined factors.

22.   The system of claim 21, wherein the predetermined factors is at least one of user preference, availability, or price.

23.   The system of claim 15, wherein the processor has a predetermined list for a particular category associated therewith, the processor accessing the predetermined list to perform the search for identified data.

24.   The system of claim 15 further comprising a source for the video signal, the video signal source being selected from a group consisting of a broadcasting system, a content creator, a service provider, and a set-top box.

25.   The system of claim 15, wherein the video signal is separated into a plurality of frames, each frame from at least a portion of the plurality of frames being subdivided into selectable regions, the processor capable of selecting at least one selectable region during the selecting step.

26.   The system of claim 15, wherein the processor is further capable of periodically monitoring said content information and triggering an action based on user's requests or preferences.

27.   The system of claim 15, wherein the processor is further capable of making a personalized catalog for the user.

28.   A method of performing a transaction using a video device, said

method comprising the steps of:

acquiring a video signal containing a video program;

customizing preferences for at least one user;

5   extracting from the video signal video enhanced content information

representative of at least one product presented on the video program;

filtering the video enhanced content information based on the

preferences;

presenting to the user the filtered video enhanced content information;

10   receiving a selection of a product of interest;

performing a search to identify a source of the selected product

through at least one predetermined list of information sources for a

particular category;

negotiating with the identified product source regarding the selected

15   product and outputting results of the negotiation;

prioritizing the results of the search and the negotiations based on

predetermined factors;

allowing the user to authorize purchasing of the selected product;

providing feedback information to the user;

20   completing a purchase transaction for the selected product; and

receiving and analyzing satisfaction response from the user.

29.   The method of claim 28, further comprising the step of storing said

video signal in a storage device.